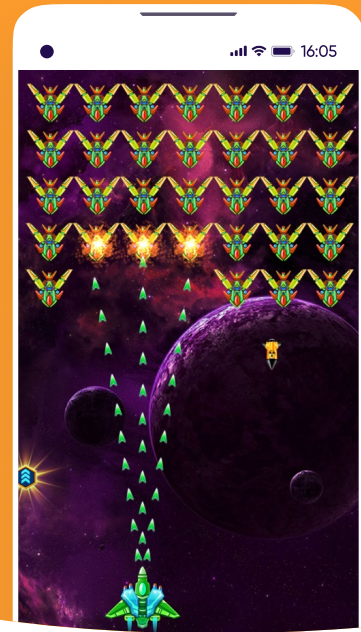


AppsFlyer helps ABI boost ROAS post-IDFA, cutting eCPI for Apple Search Ads campaigns by up to 40%



One of the top 10 major game companies in Southeast Asia



Based in Vietnam

Executive Summary

ABI Games Studio, a team within Onesoft Studio, relies heavily on data to measure and optimize the performance of their mobile campaigns on a daily basis. However, the studio, which specializes in Hyper Casual and Casual games such as the award-winning *Galaxy Attack* series, wasn't fully capitalizing on growth opportunities due to a need for more relevant performance data.

ABI selected AppsFlyer's latest SDK, which automatically enables Apple Search Ads' (ASA) Ad Services APIs, to minimize the discrepancy in attribution models between ASA and AppsFlyer, and have a complete view of the impact of their campaigns.

The AppsFlyer platform allowed ABI to analyze campaign data from Apple Search Ads and other Self-Reporting Networks (SRNs) by; leveraging both user level deterministic attribution and SKAN aggregated views for more accurate measurement following the release of iOS 14.5. With the successful integration, ABI has been able to confidently determine its ROAS and user retention, and optimize its campaigns in a post-IDFA world.

Background

As one of the top 10 major game companies in Southeast Asia, Vietnam-based ABI Game Studio—an independent team within Onesoft Studio—fields a portfolio of over 50 games played by millions of users over the past few years. Games such as *Galaxy Attack* have won numerous awards over many consecutive years.

ABI had previously ran campaigns with Apple Search Ads across global markets such as the US, Europe, Japan and Korea to attract new and engaged users to its best-selling game, *Galaxy Attack: Alien Shooter*. This resulted in double the amount of installs after just one month, and a 13% increase in quarter-over-quarter click to install conversion rates with higher user retention.

Challenge

Data is of fundamental importance to ABI Studio's business model. Since the team focuses primarily on Hyper-Casual games, they require a constant stream of feedback of data to ensure that users can be properly monetized on a daily basis. However, ABI Studio was struggling to optimize its ad spend, as it needed a platform that could deliver a more comprehensive view of its performance data, such as return on ad spend.

ABI Studio was also seeking a partner that was fully integrated with iOS and SKAN. With the rollout of iOS 14.5 and changes to attribution, data delays and discrepancies became more of a pressing issue, as Casual and Hyper-Casual games have comparatively short user life spans and heavily depend on in-app ads (IAA) as a source of revenue.



Solution

ABI Studio chose AppsFlyer to integrate a more comprehensive dashboard that could offer a holistic view of its performance data from multiple sources. The attribution provider is well known for its trusted and accurate attribution data, its customer-centric approach, and its ability to help advertisers drive retention.

AppsFlyer began by implementing a new SDK that was successfully integrated with Apple Search Ads' AdServices API.

The AppsFlyer platform allowed ABI to attribute Apple Search Ads campaigns as well as all SRNs. Through deterministic attribution (matching of app installs to their advertising campaigns), AppsFlyer delivered timely and accurate measurement for the ABI team after the rollout of iOS 14.5.

Apple Search Ads are supported through AdServices APIs and AdServices Framework, which attributes app-download campaigns that originate from the App Store, Apple News or Stocks on iOS devices.

Impact

Having successfully integrated Apple's AdServices API, AppsFlyer was able to deliver trustworthy and reliable data for ABI Studio. Particularly, AppsFlyer's solutions allowed the team to accurately determine its return on ad spend (ROAS) and boost user retention, so that ABI could better optimize its campaigns.



This in turn allowed ABI to make better investment decisions, with the team now expecting to increase its budget by 50% during the second and third quarters of 2021.

With this increased reliability, the team was able to save time and resources in optimizing campaigns, while helping to minimize opportunity costs. Specifically, ABI saw an approximately 20%-40% reduction in effective cost per install (eCPI) from the end of March 2021 onwards, compared with the Q1 average, while sharply cutting down on volatility. During the last three months, the eCPI remained mostly stable.

Overall, the partnership allowed ABI to transition more easily and with more confidence to a post-IDFA era.

“We enjoyed working and value AppsFlyer as a strategic partner due to its proactive approach. AppsFlyer is a true leader in this ecosystem. Since the very beginning, AppsFlyer has been leading iOS 14 innovation with full transparency and responsibility, providing advertisers with reliable insights and effective solutions that empower us to make measurable and impactful marketing decisions. For us, AppsFlyer is the single source of truth. We have learned and grown so much with AppsFlyer and believe this strategic partnership is the key to our success.”



Ly Luu Ly

UA Team Leader of ABI